



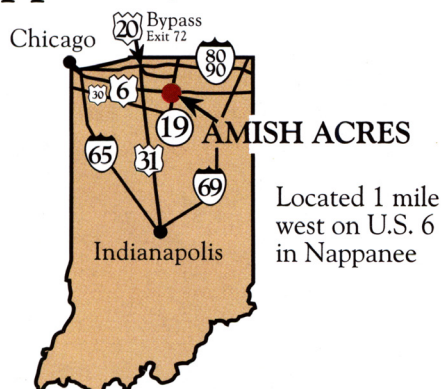
Indiana Department of Commerce  
One North Capitol, Suite 700  
Indianapolis, IN 46204-2288

ADDRESS service REQUESTED



# AMISH ACRES®

Historic Farm, Restaurants, Theatre, Shops & Inns  
*Listed on the National Register of Historic Places*  
**Nappanee, Indiana**



**From Chicago:** Indiana Toll Road (I80-90) east to exit 72, south on U.S. 31 (U.S. 20 Bypass) disregard the U.S. 20 east/west exit and proceed approximately 20 miles on bypass to Nappanee exit (S.R. 19). Take S.R. 19 south to U.S. 6, west 1 mile to Amish Acres. (Approx 2 hrs.)

**From Detroit:** I94 west to I69 south. I69 south to U.S. 6 west to Amish Acres. (Approx 4 hrs.)

**From Indianapolis:** U.S. 31 north to U.S. 6 east 16 miles to Amish Acres. (Approx 2.5 hrs.)

**From Toledo:** Indiana Toll Road (I80-90) west to I69. I69 south to U.S. 6. U.S. 6 west to Amish Acres. (Approx 2.5 hrs.)

## 16<sup>th</sup> ANNUAL INDIANA MAIN STREET CONFERENCE

September 25-26, 2002,  
Nappanee, Indiana

**Amish Acres**  
1600 West Market Street (U.S. Route 6)

# 16<sup>th</sup> ANNUAL INDIANA MAIN STREET CONFERENCE

September 25-26, 2002, Nappanee, Indiana

## Amish Acres

1600 West Market Street (U.S. Route 6)

The town of Nappanee welcomes the 2002 Indiana Main Street conference. *TIME* magazine listed Nappanee as one of the top ten small towns in America that has reinvented itself to face the future with prosperity. Nappanee is truly a unique blend of old and new with the "horse and buggy" Amish culture co-existing next to recreational vehicle manufacturers.

Amish Acres is more than the only Old Order Amish farmstead listed on the National Register of Historic Places; it's one of Indiana's premier attractions. This beautifully restored Amish farm is the site of this year's Indiana Main Street conference. Please come early and explore the historic 80-acre farm and experience the lifestyle of the Amish through guided tours, craft demonstrations, quaint shops and more!



### Special Guest

**Valecia Crisafulli**

*Senior Program Associate, National Main Street Center*

In a two-part workshop, Valecia will focus on how to successfully recruit and retain businesses to the downtown district. Part One will examine how "ready" session participants are for business recruitment and what work needs to be accomplished in order to be "ready." Part Two will explore the preparation process for active recruitment by walking participants through the recommended steps and demonstrating how to prepare a marketing/recruitment package. Valecia has worked at both the state and local level as the Illinois State Main Street Coordinator and later as the Main Street Manager in Springfield, Illinois. She has also owned and operated two small businesses: byLines, a public relations firm whose clients included municipal governments, chambers of commerce and merchants associations; and Wildflowers, a women's apparel shop.

## Schedule

### Tuesday, September 24

9:00 a.m. – 4:30 p.m.

#### Pre-conference workshop

This is the last in a series of four workshops. Indiana Main Street has brought the National Main Street Center in to provide training on the four points. This workshop will focus on Promotion. If you are interested in attending this workshop, please check the appropriate box and include payment with your conference registration.

7:00 p.m.- 10:00 p.m.

#### Reception and showing of the Broadway musical *Plain and Fancy*, Lobby, Round Barn Theater

Please join us Tuesday evening for a reception in the lobby of the beautiful Round Barn Theater and complimentary viewing of the Amish Acres production of *Plain and Fancy*. Amish Acres has graciously offered complimentary tickets to conference attendees for this heart-warming tale of a New York couple that experiences a rare glimpse of life and love on an Amish farm. The community that is revealed through *Plain and Fancy*'s music, laughter and joy will touch people of all origins, backgrounds and faiths!

### Wednesday, September 25

7:30 a.m.- 5:00 p.m.

Registration/Check-in

Lobby

8:00 a.m. – 9:00 a.m.

Buffet Breakfast

**9:15 a.m. – 10:30 a.m.**

**Opening Session**

**Round Barn Theater**

The Honorable Larry Thompson will welcome the conference participants to Nappanee and Amish Acres. Mayor Thompson is in the middle of his second term and has been extremely supportive of the visionaries who see Main Street as a vital part of the community. Dick Pletcher, owner of Amish Acres, will share his extensive knowledge about the Amish as well as their relationship with Nappanee. A true community visionary, he is also a student of the Amish way of life as well as a successful entrepreneur in the tourism industry.

**10:45 a.m. – 11:00 a.m. Pick up boxed lunch and board buses**

**11:00 a.m. – 5:00 p.m. Bus tours**

**Option I: Tour of Nappanee and surrounding area**

Communities interested in learning more about using tourism and attractions to draw people downtown will find this combination of workshops and tours informative and useful. After a short ride into town, enjoy lunch and a workshop on building community pride at the Nappanee Public Library. Then a walking tour of Nappanee will be followed by a workshop on tour development. End the day with a tour of the beautiful Amish countryside surrounding Nappanee.

**Option II: Tour of Goshen and Elkhart**

Communities interested in redevelopment issues and the adaptive re-use of historic structures will find this day in Goshen and Elkhart informative and fun! In Goshen learn the nuts and bolts of how the library and high school were saved and transformed into City Hall and the city annex. Then take a tour of Millrace development of an historic lumber yard and hear about the renaissance taking place in Goshen's upper floors as both businesses and residents rediscover the joys of living and working on Main Street!

After a short drive to Elkhart, see how the old Elkhart Hotel has been transformed into downtown senior housing and the YWCA has been converted to office and residential space. (The gym continues to be used for special events.) Then tour the newly developed Elkhart Riverwalk followed by a brief stop at Time Was — downtown Elkhart's historical museum.

**5:00 p.m. – 6:00 p.m. R & R**

**6:00 p.m. – 7:00 p.m. Evening Reception  
Beam Room**

**7:00 p.m. – 9:30 p.m. Indiana Main Street Downtown Revitalization Awards Dinner**

Please join us as we honor this year's deserving communities and celebrate their achievements! Members of the Indiana Main Street Council and staff will present the awards. Award categories include Business of the Year, Business Climate Improvements, Best Window Display, Downtown Special Event, Adaptive Reuse Project, Historic Rehab Project, New Development Project, Downtown Public Improvement, Public-Private Partnership, Board Member of the Year and Staff Person of the Year. Join in the recognition of the year's past accomplishments and current efforts in downtown revitalization.

**Thursday, September 26**

**8:45 a.m. – 10:15 a.m. Concurrent Sessions (pick one)**

**Getting Started - Main Street 101**

If you are a newcomer to Indiana Main Street, this workshop is for you! In this workshop, Linda Klinck, Indiana Main Street Associate Director, will talk about the fundamentals of Main Street. You are sure to come away from this session with a better understanding of the Main Street approach.

**Historic Composition of Storefronts**

In this fascinating workshop, Indiana architect Scott Pannicke will show us the history of storefronts from the early 1800s to the 1950s. You'll learn how to peel (literally and figuratively) through the layers of your storefront to discover the original facade and why it was fashioned the way it was. You'll also learn tips on how to discover the people who lived and worked in your downtown buildings and what purposes they served throughout the years. We'll discuss how you can then take these wonderful stories and use them as an interpretative/marketing tool for your clients and visitors. Not only will your customers come away with a great shopping experience but they'll remember your store because of the story behind the facade.

## Heritage Tourism – Part I

Tourism is “big business” in many historic commercial districts . . . and an important economic development strategy. This session will present economic impact figures for the heritage tourism industry, along with the latest trends in downtown tourism in general and cultural heritage tourism in particular. Participants will identify important partners in developing and implementing a tourism-attraction work plan and take home specific examples of how many communities and regions have used tourism to attract people to their Main Street districts.

**10:30 a.m. -12:00 p.m. Concurrent Sessions (pick one)**

### Find the Money

Learn about various funding sources including federal and state funds available through foundations. Also learn how to more effectively approach business and industry when seeking investment in your organization.

### Design Guidelines – You Need 'em. How Do You Get 'em?

Representatives from small and large communities discuss their efforts in bringing design guidelines to their communities. Dana Groves from the Historic Landmarks Foundation of Indiana Northern Office will facilitate this interactive discussion.

## Heritage Tourism – Part II

Attracting tourists and visitors is an important economic development strategy for many communities. But most tourists are looking for something more than just a tourism destination when they come to town. This session will identify ways in which other businesses in town can help create a unique visitor experience, giving tourists a reason to stay longer, spend more money while they're there, and come back more often. Emphasis will be on:

- improving tourism-related customer service
- developing branded souvenirs
- promoting unique local crafts and products

Participants will also identify specific “next steps” for the local organization in order to provide better assistance to local businesses. Attendees are encouraged to bring examples of their town's souvenirs or local products for display and critique.

**12:00 p.m. – 1:30 p.m. Lunch**

**1:30 p.m. – 3:00 p.m. Concurrent Sessions (pick one)**

### Using Community Festivals to Promote Cultural Tourism

Panel discussion by various Indiana communities will present information on how to use festivals as a way to draw visitors to the Main Street. Presenters will include Lisa Hedrick-Lee, Administrative Coordinator for the Indiana State Festival Association; Glennas Kueck, Director of Valparaiso Festivals & Events, Inc. who will discuss the Popcorn Festival; and Anne Lynk, Director of Parke County CVB who will discuss the annual Parke County Covered Bridge Festival.

### Business Recruitment and Retention

Can merchants get together and talk about something other than parking? What can events do for sales? How can media dollars buy more? Can you get beyond newspaper and use new media to reach downtown customers? How much should merchants pay for co-op? These topics and more are featured in this informative presentation. You will see plenty of examples. Be prepared, you will be asked to provide challenging promotion issues and to join in brainstorming solutions.

### Have Attractions – Will Come

Learn how to use local attractions, such as state parks, as a natural attraction to get visitors year-round to visit the downtown area. A panel including Dave Adams, Director of the Madison Main Street Program, Tammy Elbright, Director of the Rising Sun Main Street Program, and Rob Denbo, Director of the Orange County CVB will discuss how visitors to state parks, casinos, historic landmarks, and other attractions can be enticed to your downtown.

**3:00 p.m.**

**Adjourn**



# CONFERENCE REGISTRATION FORM

Please mark the events you plan to attend:

## Tuesday, September 24

9:00 a.m. – 4:30 p.m.

☐ Pre-conference workshop (Additional \$75.00)

(Do not check if already registered)

7:00 p.m. – 10:00 p.m.

☐ Reception and showing of *Plain and Fancy*

## Wednesday, September 25

11:00 a.m. – 5:00 p.m.

Tours (Please mark one to insure adequate space)

☐ Option I – Nappanee

☐ Option II – Goshen & Elkhart

7:00 p.m. – 9:30 p.m.

☐ Awards Dinner

## Thursday, September 26

8:45 a.m. – 10:15 a.m.

☐ Getting started – Main Street 101

☐ Historic Composition of Storefronts

☐ Heritage Tourism – Part I

10:30 a.m. – 12:00 p.m.

☐ Find the Money

☐ Design Guidelines – You Need 'em. How Do You Get 'em?

☐ Heritage Tourism - Part II

1:30 p.m. – 3:00 p.m.

☐ Using Community Festivals to Promote Cultural Tourism

☐ Business Recruitment and Retention

☐ Have Attractions – Will Come

## CONFERENCE REGISTRATION

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Registration Deadline: **September 6, 2002**

### Registration

☐ All sessions (includes awards recognition dinner) \$85.00 \$ \_\_\_\_\_

☐ Three or more representatives from the same community \$65.00 each \$ \_\_\_\_\_

☐ Check here if you paid for all four Basic Training Workshops.  
Registration for paid attendees was included in the workshop fees. \$ \_\_\_\_\_

☐ Downtown Revitalization Awards Dinner only \$25.00 \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

Make your checks payable to Indiana Department of Commerce/Main Street. Send this form and a check to: Indiana Main Street, One North Capitol Avenue, Suite 700, Indianapolis, Indiana 46204-2288. Please duplicate this form for additional registrations.

If you have special needs or questions, or if you need additional information, please direct all calls to Mark McConaghy at 317.232.8912, fax 317.233.6192 or [mmcconaghy@commerce.state.in.us](mailto:mmcconaghy@commerce.state.in.us).

### Please make your own hotel reservations

The Inn at Amish Acres (574-773-2011) has blocked rooms for conference attendees and provided a special conference rate until September 6th. Please call the hotel before September 6th to make your reservation. Room rates for the conference are: \$71/single; \$76/double; \$86/triple; \$96/quad.